

Message Text

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15

ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 COME-00 EB-07 INR-07 LAB-04

NSAE-00 SIL-01 L-02 TRSE-00 DODE-00 PA-02 USIA-15

PRS-01 SP-02 SAM-01 OPIC-06 /061 W

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R 281747Z FEB 75

FM AMEMBASSY LISBON

TO SECSTATE WASHDC 1902

INFO AMCONSUL OPORTO

UNCLAS LISBON 1138

EO 11652: N/A

TAGS: ELAB, PO

SUBJ: LABOR PROBLEMS: J. WALTER THOMPSON

1. WORKERS OF LATINA THOMPSON ASSOCIADAS, 25 PERCENT OWNED BY J. WALTER THOMPSON (JWT) OF NEW YORK HAVE MADE FOLLOWING DEMANDS OF THE FIRM:

- A) IMMEDIATE NULLIFICATION OF THE 1973 SALE OF 25 PERCENT TO JWT OF NEW YORK;
- B) RETURN OF MORE THAN \$50,000 BY BRAZILIAN CITIZEN WHO IS ADMINISTRATOR OF FIRM. ADMINISTRATOR IS REPRESENTATIVE OF JWT, AND HAS REPORTEDLY FLED TO BRASIL; AND
- C) PROHIBITION AGAINST ENTRY INTO FIRM'S OFFICE ANY MEMBER OF JWT.

2. DEMANDS RESULT FROM WORKERS' CHARGE THAT JWT IS TIED TO CIA ACTIVITIES IN CHILE. WORKERS CITE ARTICLE IN FEB 3, 1975 EDITION OF ADVERTISING AGE AS EVIDENCE. HEADLINE IN FEB 27 EDITION OF MORNING DAILY O SEculo STATES THAT EX-VP OF LATINA CONFIRMS CIA TIE.

3. COMMENT: JWT ALSO HAS WHOLLY-OWNED, NON-FUNCTIONING SUBSIDIARY IN PORTUGAL WHICH HAS NOT OPERATED SINCE 1973 PURCHASE OF INTEREST IN LATINA. DIRECTOR OF LATINA TOLD EMBASSY OFFICER THAT ULTIMATE OUTCOME PROBABLY WOULD BE NULLIFICATION OF 1973 SALE, A SATISFACTORY SOLUTION FOR EX-SHAREHOLDERS WHO HAVE NOT YET BEEN UNCLASSIFIED

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PAID FOR THEIR SHARES (PAYMENT WAS TO BE OUT OF FUTURE PROFITS).

THIS OUTCOME WOULD MEAN COMPLETE JWT DEPARTURE FROM PORTUGAL
BECAUSE SUBSIDIARY NOW PROHIBITED FROM OPERATING BY CLAUSE IN
ECONOMIC/SOCIAL PLAN.
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